

CHAPTER I

INTRODUCTION

Following the needs to gear out the basic information, in this chapter, the researcher discuss about background of the study, research problem, purpose of the study, significance of the study, scope and limitation, and definition of key terms. Each section will be shown as follow.

1.1 Research Background

Language plays an important role in social life. Language and communication are defined as units that cannot be separated. People express their feelings and ideas through language as a means of communication and interaction for both verbal and non-verbal purposes. Therefore, it is unreasonable to think that people as social create does not need language for communication. The language used in communication that occurs in the environment and society must be different from others, it is well known as language varieties. Language varieties make language more interesting and unique.

Nowadays, the uniqueness of language varieties is deliberately used as a way for marketing strategy in a business apart from the main purpose of the language as a communication and interaction. For example, a café or a restaurant makes and uses very unique words to name its products in a menu, in which the customers making it hard to understand but it can gain their interest to know more. It is not only about gaining customers' interest but also giving the customers a sense of belonging to a specific café or a restaurant and trying to

attract them to taste the products more. This uniqueness of language varieties is called as a jargon.

Jargon is one of the language variations in sociolinguistics. Fromkin *et al.* (2014: 320) suggest that jargon is a set of words or a word being used in conceivable science, profession, trade, and occupation. For example, lawyers, doctors, tax analysts, sport players, comedian, and navy. Therefore, jargon can identify people's activity and simplify communication among members of the same field of occupation. Moreover, it can differentiate people from outside of the circle, making it hard for outsiders to understand certain discoveries. This research analyzes jargon used in the menu at cafés in Malang.

Menu is an instruction which is created to explain what will be cooked and served, what types of utensils and ingredients are needed, and which qualifications employees should have. Menu has functions as a communicating and selling toll (Kincaid and Corsun, 2003). More specifically, it communicates not only the food and beverage offerings, but also the image of the firm. Furthermore, Antun and Gustafon (in Ozdemir and Caliskan, 2005) claim that menu is a base on which customers make their food choices and a well-designed menu can direct customers attention to the items the firm wants to sell.

The explanation above is a theoretical base in which empirical discussion has been collected by Hidayat (2005), Nurmala (2014), and Fadillah (2015). Hidayat (2005) investigates about "An Analysis of English Jargon Used in Handphone," it is about forms, those meanings, and its functions. He concluded that jargon can be classified into two: word and phrase. Words are divided into six

categories: word formation, derivation, compounding, acronym abbreviation, blends and back formation. Viewed from the meaning there are seven categories: the meaning of jargon related to (message, location, accessory, network, way of calling, feature, and related to sound). The function of jargon is to use the phone easily.

Nurmala (2014) investigates about jargon used in online trading, which is entitled “The Analysis of Jargon Formation in trading: A Case Study of Jargon Formation in Forum Jual Beli (FJB).” She concluded that jargon found in FJB Kaskus postings are used in various situations depending on the context. Most of them are used in friendly greeting and offering with various tones in formal and informal register.

Another previous study is written by Fadillah (2015), entitled “Naval Jargon on Battleship Movie.” He used content analysis research as the approach in order to answer the research problems. He found 43 jargons used in the ‘Battleship Movie’. The most form of the jargon is phrase which has new meaning. Naval jargons in US are different with Naval Jargons in Indonesia although they have the same meaning.

This research analyzes about the jargon use in the menu of at the cafés in Malang in which it will be different from all jargon analysis above. It’s different in the point of view of the jargon used, the research object, and the problems of the research itself. It is also the first time of conducting the research in café although the discussion about jargon analysis is quite often. The researcher hopes

the result of this study will help people understand more about jargon, especially jargon used in menu at the cafés.

1.2 Research Problems

Based on the stated background above, this study is intended to answer the questions as follow:

1. What are the jargons used in the menu at the cafés in Malang?
2. What are the meaning of those jargons used in the menu at the cafés in Malang?
3. What are the functions of jargons used in the menu at the cafés in Malang?

1.3 Research Objectives

By knowing the statement of problems, the purposes of the study are:

1. To find the jargons used in the menu at the cafés in Malang.
2. To describe the meaning of those jargons used in the menu at the cafés in Malang.
3. To explain the functions of jargons used in the menu at the cafés in Malang.

1.4 Scope and Limitation

Jargon consists of many terms in various professions and other various societies. This research will focus on the research at the cafés in which used English in writing the menu. This study is limited on the cafés around UMM (University of Muhammadiyah Malang) because of the funds, time, and energy.

1.5 Research Significance

The significance of this study can be viewed from both theoretical and practical aspects, as describe below:

1. Theoretically, the finding is expected to add current knowledge about jargon in a communication way. Nowadays, the knowledge about jargon dynamically and it advanced will be a faithful field of study to benefit the development of language learning especially in sociolinguistic.
2. Practically, this research is expected to give positive input to the seller, businessmen, or entrepreneur in using jargon as the alternative language in their menu in order to gain people interest. And the vital aspect is to make an earmark.

1.6 Definition of Key Terms

In order to avoid misinterpretation between the writer and the readers, it is important to explain the meaning of the key terms used in this study as follow:

1. Jargon refers to specialized language of a professional or occupational group (Nordquist, 2017). In this case, jargon refers to specialized language which is used in the menu at the cafes in Malang.
2. Menu is defined as a list of food and beverage ready for purchase (Labersky *et al*, 2001). In this case, a list or a card which documents the food and beverage options being offered by the cafes in Malang.
3. Café is a place to eat and drink offerings of fast and presents a relaxed atmosphere and informal, but it also is type of place that usually provides seating inside and outside (Cotter, 2015). In this case, cafés that being conducts in the research the cafés in Malang that is the nearby to UMM.